

WHAT IS CLAIMED:

1. A method of prioritizing network communications, comprising:
providing a plurality of TCP ports with each TCP port receiving network communications of a different level of priority;
providing an electronic coupon indicating a level of priority of a network communication;
determining from the electronic coupon the level of priority of the network communication; and
directing the network communication to one of the plurality of TCP ports receiving communications of the determined level of priority.
2. The method of claim 1, further comprising determining if the network communication should be provided prioritization based upon a URL or IP address associated with the network communication.
3. The method of claim 2, wherein if it is determined that the network communication should not be provided prioritization, handling the network communication in a normal manner without prioritization.
4. The method of claim 1, further comprising:
determining from the electronic coupon quality of service (QoS) information; and
applying the QoS information to the network communication.

5. The method of claim 1 wherein the network communications are Internet Protocol communications.

6. The method of claim 1 wherein the level of priority of a network communication is defined in relation to any one of customer value, content value, transaction value, or temporal value.

7. A method for prioritizing network services, the network services including communications traffic, the method comprising:

determining based upon data in a coupon, the coupon defining a mode of prioritization, that the communications traffic should receive prioritization; and

applying the mode of prioritization defined by the coupon to the communications traffic.

8. The method of claim 7 wherein the coupon further defines a level of prioritization and applying the mode of prioritization further comprises applying the level of prioritization defined by the coupon to the communications traffic.

9. The method of claim 8 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

10. The method of claim 7 wherein the mode of prioritization comprises any one of remapping a TCP port associated with the communications traffic to another TCP port, remapping a URL or IP address associated with the communications traffic to another URL

or IP address, or tagging quality of service (QoS) information into the communications traffic.

11. The method of claim 7 wherein the network services are Internet services and the communications traffic is Internet communications traffic.

12. The method of claim 7, wherein determining that the communications traffic should receive prioritization comprises determining that the communications traffic should receive prioritization based upon a URL or IP address associated with the communications traffic.

13. The method of claim 7, further comprising:

determining that the communications traffic should not receive prioritization; and
handling the communications traffic in a normal manner without prioritization.

14. The method of claim 7, further comprising providing a client to a user of the network services to perform the determining that the communications traffic should receive prioritization and applying the mode of prioritization defined by the coupon to the communications traffic.

15. A method for prioritizing network services, the network services including communications traffic, the method comprising:

determining that the communications traffic should receive a mode of
prioritization; and

applying the mode of prioritization to the communications traffic.

16. The method of claim 15 further comprising determining that the communications traffic should receive a level of prioritization and applying the mode of prioritization further comprises applying the level of prioritization to the communications traffic.

17. The method of claim 16 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

18. The method of claim 15 wherein the mode of prioritization comprises any one of remapping a TCP port associated with the communications traffic to another TCP port, remapping a URL or IP address associated with the communications traffic to another URL or IP address, or tagging quality of service (QoS) information into the communications traffic.

19. The method of claim 15 wherein the network services are Internet services and the communications traffic is Internet communications traffic.

20. The method of claim 15, wherein determining that the communications traffic should receive prioritization comprises determining that the communications traffic should receive prioritization based on log-in information of a user associated with the communications traffic.

21. The method of claim 15, further comprising:

determining that the communications traffic should not receive prioritization; and

handling the communications traffic in a normal manner without prioritization.

22. A client for prioritizing communications traffic, comprising:

a coupon management unit to determine based upon data in a coupon, the coupon defining a mode of prioritization including remapping a TCP port associated with the communications traffic to another TCP port or remapping a URL or IP address associated with the communications traffic to another URL or IP address, that the communications traffic should receive prioritization; and

a port and/or URL or IP address remapping unit to apply the mode of prioritization defined by the coupon to the communications traffic.

23. The client of claim 22, wherein the coupon management unit determines that the communications traffic should receive prioritization based upon a URL or IP address associated with the communications traffic.

24. The client of claim 22 wherein the coupon further defines a level of prioritization and the port and/or URL or IP address remapping unit applies the level of prioritization defined by the coupon to the communications traffic.

25. The client of claim 24 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

26. The client of claim 22, wherein the mode of prioritization includes tagging quality of service (QoS) information into the communications traffic and further comprises

a QoS tagging unit to apply the QoS information defined by the coupon to the communications traffic.

27. The client of claim 22 wherein the communications traffic is Internet communications traffic.

28. A server for prioritizing communications traffic, comprising:
a coupon management unit to provide a coupon, the coupon defining a mode of prioritization including remapping a TCP port associated with the communications traffic to another TCP port or remapping a URL or IP address associated with the communications traffic to another URL or IP address;

an installation process unit to make available to a user of the communications traffic the coupon or a client that determines whether the communications traffic should receive prioritization and applying the mode of prioritization defined by the coupon to the communications traffic.

29. The server of claim 28, wherein the client determines that the communications traffic should receive prioritization based upon a URL or IP address associated with the communications traffic.

30. The server of claim 28 wherein the coupon further defines a level of prioritization and the client applies the level of prioritization defined by the coupon to the communications traffic.

31. The server of claim 30 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

32. The server of claim 28, wherein the mode of prioritization includes tagging quality of service (QoS) information into the communications traffic and the client applies the QoS information defined by the coupon to the communications traffic.

33. The server of claim 28 wherein the communications traffic is Internet communications traffic.

34. A server for prioritizing communications traffic, comprising:
an in-line prioritization unit to determine that the communications traffic should receive a mode of prioritization; and
a prioritization mode unit apply the mode of prioritization to the communications traffic.

35. The server of claim 34, wherein the in-line prioritization unit determines that the communications traffic should receive a level of prioritization and the prioritization mode unit further applies the level of prioritization to the communications traffic.

36. The server of claim 35 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

37. The server of claim 34, wherein the mode of prioritization includes any one of remapping a TCP port associated with the communications traffic to another TCP port,

remapping a URL or IP address associated with the communications traffic to another URL or IP address, or tagging quality of service (QoS) information into the communications traffic.

38. The server of claim 34 wherein the communications traffic is Internet communications traffic.

39. The server of claim 34, wherein the in-line prioritization unit determines that communications traffic should receive a mode of prioritization based on log-in information of a user associated with the communications traffic.

40. A system for prioritizing network services, the network services including communications traffic, the system comprising:

means for determining based upon data in a coupon, the coupon defining a mode of prioritization, that the communications traffic should receive prioritization; and

means for applying the mode of prioritization defined by the coupon to the communications traffic.

41. The system of claim 40 wherein the coupon further defines a level of prioritization and the means for applying the mode of prioritization further comprises means for applying the level of prioritization defined by the coupon to the communications traffic.

42. The system of claim 41 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

43. The system of claim 40 wherein the mode of prioritization comprises any one of remapping a TCP port associated with the communications traffic to another TCP port, remapping a URL or IP address associated with the communications traffic to another URL or IP address, or tagging quality of service (QoS) information into the communications traffic.

44. The system of claim 40 wherein the network services are Internet services and the communications traffic is Internet communications traffic.

45. The system of claim 40, wherein the means for determining that the communications traffic should receive prioritization comprises means for determining that the communications traffic should receive prioritization based upon a URL or IP address associated with the communications traffic.

46. A system for prioritizing network services, the network services including communications traffic, the system comprising:

means for determining that the communications traffic should receive a mode of prioritization; and

means for applying the mode of prioritization to the communications traffic.

47. The system of claim 46 further comprising means for determining that the communications traffic should receive a level of prioritization and the means for applying the mode of prioritization further comprises means for applying the level of prioritization to the communications traffic.

48. The system of claim 47 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

49. The system of claim 46 wherein the mode of prioritization comprises any one of remapping a TCP port associated with the communications traffic to another TCP port, remapping a URL or IP address associated with the communications traffic to another URL or IP address, or tagging quality of service (QoS) information into the communications traffic.

50. The system of claim 46 wherein the network services are Internet services and the communications traffic is Internet communications traffic.

51. The system of claim 46, wherein the means for determining that the communications traffic should receive prioritization comprises means for determining that the communications traffic should receive prioritization based on log-in information of a user associated with the communications traffic.

52. The system of claim 46, further comprising:
means for determining that the communications traffic should not receive prioritization; and
means for handling the communications traffic in a normal manner without prioritization.

53. A computer program product including computer program code to cause a computer to perform a method for prioritizing network services, the network services including communications traffic, the method comprising:

determining based upon data in a coupon, the coupon defining a mode of prioritization, that the communications traffic should receive prioritization; and

applying the mode of prioritization defined by the coupon to the communications traffic.

54. The computer program product of claim 53 wherein the coupon further defines a level of prioritization and applying the mode of prioritization further comprises applying the level of prioritization defined by the coupon to the communications traffic.

55. The computer program product of claim 54 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

56. The computer program product of claim 53 wherein the mode of prioritization comprises any one of remapping a TCP port associated with the communications traffic to another TCP port, remapping a URL or IP address associated with the communications traffic to another URL or IP address, or tagging quality of service (QoS) information into the communications traffic.

57. The computer program product of claim 53 wherein the network services are Internet services and the communications traffic is Internet communications traffic.

58. The computer program product of claim 53, wherein determining that the communications traffic should receive prioritization comprises determining that the communications traffic should receive prioritization based upon a URL or IP address associated with the communications traffic.

59. The computer program product of claim 53, the method further comprising:
determining that the communications traffic should not receive prioritization; and
handling the communications traffic in a normal manner without prioritization.

60. The computer program product of claim 53, the method further comprising
providing a client to a user of the network services to perform the determining that the communications traffic should receive prioritization and applying the mode of prioritization defined by the coupon to the communications traffic.

61. A computer program product including computer program code to cause a computer to perform a method of prioritizing network communications, the method comprising:

providing a plurality of TCP ports with each TCP port receiving network communications of a different level of priority;

providing an electronic coupon indicating a level of priority of a network communication;

determining from the electronic coupon the level of priority of the network communication; and

directing the network communication to one of the plurality of TCP ports receiving communications of the determined level of priority.

62. The computer program product of claim 61, the method further comprising determining if the network communication should be provided prioritization based upon a URL or IP address associated with the network communication.

63. The computer program product of claim 62 wherein the level of priority is defined in relation to any one of customer value, content value, transaction value, or temporal value.

64. The computer program product of claim 61, wherein if it is determined that the network communication should not be provided prioritization, handling the network communication in a normal manner without prioritization.

65. The computer program product of claim 61, further comprising:
determining from the electronic coupon quality of service (QoS) information; and
applying the QoS information to the network communication.

66. The computer program product of claim 61 wherein the network communications are Internet communications.

67. A computer program product including computer program code to cause a computer to perform a method for prioritizing network services, the network services including communications traffic, the method comprising:

determining that the communications traffic should receive a mode of prioritization; and

applying the mode of prioritization to the communications traffic.

68. The computer program product of claim 67, the method further comprising determining that the communications traffic should receive a level of prioritization and applying the mode of prioritization further comprises applying the level of prioritization to the communications traffic.

69. The computer program product of claim 68 wherein the level of prioritization is defined in relation to any one of customer value, content value, transaction value, or temporal value.

70. The computer program product of claim 67 wherein the mode of prioritization comprises any one of remapping a TCP port associated with the communications traffic to another TCP port, remapping a URL or IP address associated with the communications traffic to another URL or IP address, or tagging quality of service (QoS) information into the communications traffic.

71. The computer program product of claim 67 wherein the network services are Internet services and the communications traffic is Internet communications traffic.

72. The computer program product of claim 67, wherein determining that the communications traffic should receive prioritization comprises determining that the communications traffic should receive prioritization based on log-in information of a user associated with the communications traffic.

73. The computer program product of claim 67, the method further comprising:
determining that the communications traffic should not receive prioritization; and
handling the communications traffic in a normal manner without prioritization.